

(Internal)

SUGGESTIONS FOR BETTER COMMUNICATIONS

General

PR firm/specialist/internal task force for image enhancement.

Presentations/briefings/meetings

OL Briefing Team.

Multimedia/video presentations/film on--

OL's functions at home and overseas.

OL's operational capabilities.

Preparations of OL forms.

More "war stories" (being a log officer is more than driving a forklift).

DCI "Excellence" examples.

Seminars/"how to" workshops (w/problems faced in requisitioning, procuring, storing, packaging, and transporting materials).

Support Officers'/Chiefs of Station/OC's Area Chiefs conferences.

Regular meetings of "front-line working groups" (e.g., reps from SMB/area log offices/CD plus other Agency reps such as Finance Officers) to discuss problems/suggest improved procedures.

Training courses

Logs Orientation opened to interested persons outside OL.

Overview of OL at all possible introductory/orientation briefings Agency-wide (w/length & content tailored to audience).

Tours/Exhibits

Open House of OL activities

for OL employees

for Agency employees

OL exhibit for Exhibit Corridor in HQ

Pix of various OL operations in progress.

Large picture boards.

SUGGESTIONS FOR BETTER COMMUNICATIONS (cont'd)

Written media

Article in "Studies in Intelligence."

Bulletins.

Posters.

Readable "guide"/handbook containing information about OL, telephone numbers for follow-up and information.

Monthly Logs Newsletter (information re OL's routine/special operational support) distributed Agency-wide.

Employee bulletins.

Agency newspaper.

Cross-office Staff Notes distribution.

Other

Moving signs (e.g., at cafeteria entrances

Bulletin boards in elevators.

Query to junior members of OL who interface w/customers (ask perceptions/suggestions for enhancing professionalism).